



LEON COUNTY BOARD OF COUNTY COMMISSIONERS

STRATEGIC PLAN

FY 2012 & FY 2013

Vision Statement

Leon County is a welcoming, diverse, healthy, and vibrant community, recognized as a great place to live, work and raise a family. Residents and visitors alike enjoy the stunning beauty of the unspoiled natural environment and a rich array of educational, recreational, cultural and social offerings for people of all ages. Leon County government is a responsible steward of the community's precious resources, a catalyst for engaging citizens, community and regional partners, and a provider of efficient services, which balance economic, environmental, and quality of life goals.





STRATEGIC PRIORITIES

Economy

To be an effective leader and a reliable partner in our continuous efforts to make Leon County a place which attracts talent, to grow and diversify our local economy, and to realize our full economic competitiveness in a global economy.

- Integrate infrastructure, transportation, redevelopment opportunities and community planning to create the sense of place which attracts talent.
- Support business expansion and job creation, including the implementation of the Leon County 2012 Job Creation Action Plan, to include evaluating the small business credit program.
- Strengthen our partnerships with our institutions of higher learning to encourage entrepreneurship and increase technology transfer and commercialization opportunities, including the Leon County Research and Development Authority and Innovation Park.
- Grow our tourism economy, its economic impact and the jobs it supports, including being a regional hub for sports and cultural activities.
- Focus resources to assist local veterans, especially those returning from tours of duty, in employment and job training opportunities through the efforts of County government and local partners.
- Ensure the provision of the most basic services to our citizens most in need so that we have a "ready workforce."

Environment

To be a responsible steward of our precious natural resources in our continuous efforts to make Leon County a place which values our environment and natural beauty as a vital component of our community's health, economic strength and social offerings.

- Protect our water supply, conserve environmentally sensitive lands, and safeguard the health of our natural ecosystems, including adoption of minimum Countywide environmental standards.
- Promote orderly growth which protects our environment, preserves our charm, maximizes public investment, and stimulates better and more sustainable economic returns.
- Educate citizens, partner with community organizations, and promote sustainable practices.
- Reduce our carbon footprint, realize energy efficiencies, and be a catalyst for reusable energy, including solar.

Quality of Life

To be a provider of essential services in our continuous efforts to make Leon County a place where people are healthy, safe, and connected to their community.

- Maintain and enhance our educational and recreational offerings associated with our library, parks and greenway system for our families, visitors and residents.
- Provide essential public safety infrastructure and services which ensures the safety of the entire community.
- Maintain and further develop programs and partnerships necessary to support a healthy community, including access to health care and community-based human services.
- Enhance and support amenities that provide social offerings for residents and visitors of all ages, including completing the enhancements to and the programming of the Cascades Park amphitheater.
- Create senses of place in our rural areas through programs, planning and infrastructure phasing in appropriate areas to encourage connectedness.
- Support the preservation of strong neighborhoods through appropriate community planning, land use regulations, and high quality provision of services.
- Further create connectedness and livability through supporting human scale infrastructure and development, including enhancing our multimodal districts.

Governance

To be a model local government which our citizens trust and to which other local governments aspire.

- Sustain a culture of transparency, accessibility, accountability, and the highest standards of public service.
- Sustain a culture of performance, and deliver effective, efficient services that exceed expectations and demonstrate value.
- Sustain a culture that respects, engages, and empowers citizens in important decisions facing the community.
- Retain and attract a highly skilled, diverse and innovative County workforce, which exemplifies the County's core practices.
- Exercise responsible stewardship of County resources, sound financial management, and build the County's fiscal strength and ensure that the provision of services and investments are done in a fair and equitable manner.



CORE VALUES

We are unalterably committed to demonstrating and being accountable for the following core organizational values, which form the foundation for our people focused, performance driven culture:

SERVICE
RELEVANCE
INTEGRITY
ACCOUNTABILITY
RESPECT
COLLABORATION
STEWARDSHIP
PERFORMANCE
TRANSPARENCY
VISION

CORE PRACTICES

In the context of our Core Values, our work is focused upon the following Core Practices:

- **Delivering “Wow” in Customer Service**

Customers know that they are the reason we are here.

- **Connecting with Citizens**

Citizens know that they are part of the bigger cause.

- **Demonstrating Highest Standards of Public Service**

Citizens know that we are on their side.

- **Accepting Accountability**

Leon County is a learning organization.

- **Exhibiting Respect**

Leon County exercises an ethic based on respect.

- **Employing Team Approach**

Employees can produce bigger and better ideas to address the problems and seize the opportunities which face our community.

- **Being Responsible Stewards**

Employees tirelessly enhance our community's livability, sustainability, and economic competitiveness.

- **Demonstrating Performance, Value and Results**

Employees have a structure in place to succeed and are empowered to help people.